Ph.D. Synopsis entitled

A STUDY ON IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOR OF CONSUMERS: WITH REFERENCE TO NANDED DISTRICT

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1. INTRODUCTION:

Nowadays digital marketing is playing an important role in the whole world. With the help of one click, customers can approach anywhere in the world. No need to go physically at any shop for buying any product. Digital marketing is giving facilities to the consumers for buying any product and service without going to any shop. Digital marketing is also facilitating the customer with many payment options and also providing the credit facility, the pricing of the product and service can be compared by the customer. Customers can check the review and comment before buying any product; customers can go through the maximum product. Every firm uses different e-advertisement methods using Facebook, Twitter and other media. With the launch of 3G/ 4G services with unlimited download, the internet is now available to nearly everyone who owns a mobile phone. Consequently, the rapid growth of the web is a sign to use the internet as a marketing tool (support) & it is a great opportunity or chance for any organization to stimulate customer perception through digital marketing. Digital marketing is an important platform for brand creation, promotion, and administration. This study examines how digital media has aided in the enhancement of the idea of Brand Positioning, for various companies that exist, and how it has an influence on consumer behavioral patterns to build a favorable image. Because of the widespread availability of the internet, people can connect via social media such as Twitter, email and Facebook and other media without having to meet with a person. Statists issued research in 2017 indicating that the 18-24 age groups have the greatest penetration rate of social media services. Indeed, 94 percent of this age group& respondents reported utilizing social media platforms. However, 82% of individuals between the ages of 25 and 39 reported using social media sites. In all, it indicates that social media platforms were used by 56 percent of the French population. More than four billion people use the Internet, according to a new digital research from 2018. The development of the internet has altered people shopping habits. A buyer is no longer confined to certain

working hours or regions of a business; he may be mobile and acquire products and services at practically any time & any place. The internet serves as a medium for communication and data sharing, and the number of web users is rising & fuelling the online buying trend. Digital marketing is an increasingly important tool around the world. People are using E-platforms to purchase, sell, conduct financial transactions, and book tickets. People are now embracing digital platforms for online gatherings and classes. Customers & life styles and priorities have shifted as a result of digital platforms. Customers are not interested in going to the market to buy any goods or service; instead, they utilize digital platforms to buy any product or service because certain internal and external reasons encourage them to do so. Internal aspects include motivation and attitude, while external factors include ease of purchase, comprehensive information and comparison, credit option, method of payment, time and money saver, and family influence, safety.

1. **Origin and Evolution of Digital marketing**:

In 1971, Ray Tomlinson sent the first email, and since then, email has played significant part in male communication [179]. The Archie search engine, which was built as an index for FTP sites in 1990, is the most well-known time. At that time companies had started to choose online techniques for collecting the customer's information (database marketing), This database allows companies to track customer information more effectively. In the 1990s, the term " digital marketing" was coined. Customer relationship management (CRM) has emerged as a critical component in marketing. With campaign, the first clickable banner ad flashed in 1994, with 44percent of all those who viewed it by clicking on it.In the 2000, Internet users were increasing day by day and Customers began using digital marketing to search for products and make purchasing decisions .Between 2000 and 2010, digital marketing grew faster and changed the way of marketing. Customers become more reliant on the internet in their daily lives as social media platforms such as Facebook, YouTube, and Twitter grew in popularity in the 2000s. The 'Digital marketing' term was first coined in the 1990s. Digital marketing is also known as 'online marketing', 'internet marketing', or 'web marketing'. It is known as 'internet marketing' because with the rise of the internet there is also high growth of digital marketing. The major advantage of digital marketing is that marketers can sell their products or services 24 hours and 365 days, lower cost, efficiency gain, to motivate the customer for more purchases and improve customer services. It helps telecommunications because of its excessive degree of connectivity and is generally completed to sell services or products in a timely, relevant, non-public, and cost-powerful manner.

3. NEED OF THE STUDY:

The way retailers sell the products and the way consumers buy the same has been impressively improved by Digital Marketing. The buying behaviour, which influences many aspects, invariably influencing the marketer to respond to customer requirements. Understanding this subject from the view point of consumers would further strengthen the literature as researchers will use this analysis as a point of reference as they look for more knowledge about the study of the influence of digital marketing in Nanded District customer buying decisions and other relevant matters, as Nanded is one of the prominent cities of Maharashtra state this study of Nanded district consumers will provide a great enhancement and addition to digital behavior knowledge bank as consumers across different natures, religion, culture, income levels, professions etc. will be under study. So it becomes obvious that online advertising and its effect on the buying behavior of consumers must be studied.

4. STATEMENT OF THE PROBLEM:

Digital marketing is creating new opportunities for organizations and customers, now people have more options for searching information before buying a product or service and organizations can easily approach the maximum number of potential customers. At present no need to go anywhere physically to buy a product only through one click the consumer can buy products easily and can compare product quality wise, price wise. Digital marketing has changed the way of doing business and creating opportunities for organizations and customers. Through this research, I checked the impact of digital marketing on consumer purchasing behavior & awareness of digital marketing among the customers and how digital marketing influences customers buying any product and which influencing factors play a crucial role for. Through this research, try to identify the stimuli factors and how these factors influence customers and check the awareness of digital marketing. This research focuses on some other issues like trust and use of the internet and websites. This study will help marketers how is digital marketing helpful in the present scenario and helps to understand the behavior (impact of stimuli factors) of customers. Through this research it is also identified which type of products are bought through digital platforms.

5. OBJECTIVES OF THE RESEARCH STUDY:

This study has been carried out with the following objectives:

1. To study the awareness of digital marketing in Nanded District

2. To know the level of satisfaction of online customers

3. To know about the different types of products that can be bought by using digital Channels

4. To look the impact of digital marketing on consumers buying decisions

6. HYPOTHESES:

1. H0. Consumer satisfaction is not associated with products purchased through digital platforms.

H1. Consumer satisfaction is associated with products purchased through digital platforms.

2. H0. Consumer income is not associated with the products purchased through digital channels

H1. Consumer income is associated with the products purchased through digital channels

3. H0. Digital marketing platforms does not save the money and time of consumers

H1. Digital marketing platforms save the money and time of consumers.

4. H0. Educational qualification is not associated with the awareness of digital marketing

H1. Educational qualification is associated with the awareness of digital marketin

7. RESEARCH METHODOLOGY:

For the fulfillment of framed objectives both types of data were collected from primary and secondary sources.

7.1 Primary Data:

For the purpose of the study primary data were collected with the help of well-structured questionnaire, interview with the respondents.

7.2 Secondary Data:

Secondary data were collected from the following resources like Governmental and other Publications, Journals, Published data, Books, Magazines, Newspapers, Websites, Research studies and other relevant documents.

7.3 Sample Design:

The focus of the research was on the impact of digital marketing on buying behavior of consumers in the Nanded District. The sampling process adopted for the study was convenience sampling for selection of respondents. For the purpose of the study primary data has collected from 800 respondents selected randomly and conveniently applying the convenience sampling method. The respondents were selected from 16 talus's of Nanded district. Out of that, 50 respondents were selected from each taluka.

TABLE SHOWING THE SAMPLES OF RESPONDENTS

Sr. No	. Name of the Taluka	Number of Respondents
1	Nanded	50
2	Ardhapur	50
3	Bhokar	50
4	Biloli	50
5	Degloor	50
6	Kinwat	50
7	Loha	50
8	Umri	50
9	Mahur	50
10	Mudkhed	50
11	Dharmabad	50
12	Hadgaon	50
13	Mukhed	50
14	Himayatnagar	50
15	Naigaon	50
16	Kandhar	50
	Total	800

8. LIMITATION AND SCOPE OF STUDY:

Every research has its own limitations & drawbacks. The research titled "A Study on impact of digital marketing on buying behavior of consumers: With Reference to Nanded District''. has geographical & time limits. The purpose of research deals with to study the impact of digital marketing on the buying behavior of consumers in Nanded district and to create general awareness about the digital marketing in Consumers. The geographical scope for present research is the boundaries of Nanded District for the Research Purpose. However, attempt was made to generate findings wherever situation permits.

LIMITATIONS OF THE STUDY:

The following are the limitations of the study:

1. The study is related to only select Talukas of Nanded District.

2. The study is related to impact of digital marketing on buying behavior of consumers

3. The sample size is 800

4. The respondents are the consumers from rural areas

5. The reliability of the study depends on the authenticity of the information supplied by the respondents.

6. As the study requires huge data from selected area, cost and time constraints may have affected the effectiveness of the study through every attempt made to keep the spirit of the objective and research methodology.

9. CHAPTER SCHEME

The entire study is summarized in following six chapters.

1. INTRODUCTION:

The first chapter begins with introduction of Digital marketing and its impact on buying behavior of consumers in Nanded district. Human beings benefit significantly from digital marketing. Through digital platforms people can buy products or services. Digital platforms are giving so many facilities to the consumers through whom they can see the product, compare the product price wise, quality wise and order the product online and have so many payment options through which consumers can pay and have credit facility. No need to go anywhere physically, consumers can order from their homes, digital marketing saves time and money. If any consumer wants any information regarding any product or service, no need to go anywhere, through one click consumers can get all the information. Organizations can easily approach the potential customers/consumers through digital marketing and through this platform organizations can reach maximum no of customers/consumers.

2. RESEARCH METHODOLOGY AND REVIEW OF LITERATURE:

The second chapter describes about with the overall review of related literature available on the present topic. It highlights on the review of research articles, related reports, papers, research thesis, books and other related published and unpublished data. It is also explains the Research Methodology, Objectives of the study, Hypothesis of the study, Scope of the study and Limitations of the study also this chapter describes the overall summary of the chapter scheme.

3. PROFILE OF NANDED DISTRICT:

The chapter third provides the information about profile of Nanded district. It describes the location, geographical area, soil, rivers, population, sex ratio, literacy, crop, cropping pattern, irrigation, administrative setup, infrastructure facilities communication, electricity, forest, industrial development and also it explains the brief profile various taluka's of the districts.

4. ROLE OF DIGITAL MARKETING AND STUDY OF CONSUMER BUYING BEHAVIOR

The role of digital marketing and consumer buying behavior has put forth in this chapter. What role digital marketing plays and what impact it has on consumers mind is explained in detail in this chapter. Consumer buying behavior refers back to the actions that a consumer takes earlier than to buying a service or product (Both online and offline0. This could involve things like use of search engines, responding to social media posts, going shopping, and a ramification of other activities.

5. DATA COLLECTION AND INTERPRETATION:

The chapter fifth deals with the collection, analysis and interpretation of the data which complied with the help of structured questionnaire and partly interviews with the respondents. The details regarding opinions and experience of the respondents along with the respondents were discussed and interpreted detail in this chapter.

6. FINDING, CONCLUSION AND SUGGESTIONS:

The chapter six mainly contains the summary, findings, conclusions, and suggestions, mainly drawn from the analysis done by closely exploring the data compiled and constructed in various chapters. The hypothesis testing and future direction of the study also covered in the same chapter.

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